MARKETING TIPS FOR INDEPENDENT EVENT ORGANISERS AT FROME FESTIVAL 2025

Keys to a successful marketing campaign for a Frome Festival event include having a clearly defined description of what you are doing and for whom, professional looking materials (photos, poster), and being proactive on social media as with more traditional forms of communication. Whilst Frome Festival will amplify your existing marketing through our brochure, website, social media and other channels, it depends on individual event organisers to make their campaign really stand out.

ONLINE SUBMISSION

- **EVENT DESCRIPTION**
  Please submit approximately **50 words** for the brochure and online listing. Be descriptive and clarify your audience if not covered by the tags provided (e.g. include the age range if a children's event). The Festival team reserves the right to edit any marketing copy submitted as a part of the event submission form to ensure all print and e-marketing is as well presented as possible.

  If you would like to provide an extended version of the copy to be used on your web listing, please provide this separately to the 50-word brochure copy when submitting online.

- **CATEGORIES / TAGS**
  Add relevant categories and tags using the dropdown menus during submission. You can select more than one category and tag. These will be printed in the brochure as icons and are searchable in the online listings.

- **PHOTOS / IMAGES**
  Upload a square 1x1 photo without text no larger than 1000 x 1000px / 700 KB. If you submit an image with different dimensions, the Festival team will crop your image for your web listing. You can make an image smaller using the free website TinyPNG.

  Images used in the Frome Festival brochure are decided on by the Festival team based on the quality of imagery and design and spacing considerations of the brochure. The Festival team cannot guarantee that any independently submitted image will appear in the brochure.

Feel free to separately email us high quality photos in other formats for consideration in the brochure - these need to be submitted on time. You might think about asking a professional or competent amateur photographer to help create an impactful image. You are also welcome to email us Instagram sized photos and graphics in a 4:5 ratio (1080 x 1350px with at least a 25px margin if using text).

PRINT MARKETING

Posters and flyers can be effective if designed properly. Please add the up-to-date Festival logo in either white, black, orange (HEX #e96817) or woad blue (HEX #4B6580) in print and online posters/graphics. **Frome Festival logos** can be downloaded here – note that the PNG formats have a transparent background, which is particularly useful. You could consider using a professional designer, or, alternatively, you can design your own marketing materials using a website such as Canva.

Here are places you can put your posters:

- **Frome Town Council**
  Drop off at the Town Hall reception at least 3 weeks before your event and they will put them on their notice boards across town
    o A5 (smaller as there are so many during Festival)
    o 170g weather resistant and no laminates
    o 27 boards
    o Distributed by FTC volunteers
- **Frome Library**
  We book a large notice board inside the library prior to the Festival
    o A5 or A4
    o Ask the librarian to attach with Velcro
- **Black Swan Arts**
  Public board in corridor near Round Tower
    o A5 (on board and stacks of flyers on windowsill)
    o Bring BluTack
- **Cheese & Grain**
  There is a temporary, moveable notice board next to the Box Office prior to the Festival. We will let you know when this is in place
    o A5 (ideally) or A4
    o Ask the box office for permission (at their discretion – visually pleasing posters recommended)
    o Bring drawing pins

Please contact us if you live outside of Frome and need assistance distributing print marketing.

** **No flyposting!** It is illegal and reflects badly on your event and Frome Festival in general. You can consider asking shops or put posters in your house windows.

PRESS RELEASES

Compose a Press Release containing information about your event and send to local media. It's best to write it in the third person and try to include some quotes and photos.

- Frome Times – news@frometimes.co.uk
- FromeFM – hello@frome.fm

FREE ONLINE LISTINGS

- Frome Nub News
- Fabulous Frome
- Visit Bath
- What's On In Bath
- Discover Frome (we send them all listings directly)

FACEBOOK

- **Event Page** - Create a Facebook Event Page and add Frome Festival as a Co-host so it will show up in our feed also
- **Tag** Frome Festival and your venue so we can see and potentially share your post
- **Boosted (paid) post** - Consider **boosting** one post for a week as it has become increasingly more difficult to be seen on Facebook. We've found that a £40-50 campaign is effective in getting more views. You can choose your exact audience, depending on their interests and demographics (e.g. type of music, age range) and choose for viewers to be in a certain area. Be sure to click on Frome - either within a 20-mile radius or just focus on Frome itself. These ads can be viewed across Instagram also and can include your Frome Festival event page link
- **Local FB pages** – share on relevant local event pages, e.g. 'Frome Live Music Hub', 'fromecommunity Social', 'Time-out Frome' and 'Where's it at in/near Frome'

- **Avoid word 'ticket'** in social media posts as it attracts bots and some local pages automatically reject posts. Use an emoji instead (🎟) or phrases like 'book here'. The phrase 'sold out' can also attract bots trying to scam people into buying non-existent tickets. You can use all these words freely in images, however.

INSTAGRAM

- **New format** - IG has moved away from the square grid and now shows photos in a 4:5 ratio (1080 x 1350px with a 25px margin). Please choose photos and graphics that work in those dimensions and email a copy to office@fromefestival.co.uk for inclusion in our social media
- **Collaborator Posts** – invite us @frome.festival to collaborate on your posts and it will show up in our feed as well. We can't accept all invitations as we like to keep our general message clear and the grid tidy but it's worth asking
- **Tag** Frome Festival, the venue and other partners
- **Hashtags** – add #fromefestival and #fromefestival2025 and other relevant tags, but limit them
- **Reels** – using trending audio to get more views
- **Stories**
  - Tag the @frome.festival account so we can share your Story
  - add a ticket link. Please use your Frome Festival event link rather than the external box office as we have the latest information. You can also customise your event link by adding an animated Sticker over the top (type 'tickets', 'book now' or 'more info' in the Sticker search bar)
  - Use Cutouts to create your own sticker, for example the Frome Festival logo or your own
  - Add invisible tags and hashtags by using the colour dropper tool in text (match it to a background colour and make the text as small as possible)
  - Add music from Spotify
  - IG Stories can automatically post to your Facebook account if you have them linked
  - IG Stories only last for 24 hours but you can save them in a Highlight where they will remain visible. You could name a highlight 'Tickets' for easy access

Any queries? Get in touch – office@fromefestival.co.uk